



# Social Media Basics





# Introductions



# Agenda

What It Isn't

What It Is

Why Is It So Important

Why Do You Need It

A Basic Strategy

Social Media Advertising

Social Media for Inventors/Entrepreneurs

Tips & Tools



# What It Isn't ...



Platform for  
Push Marketing



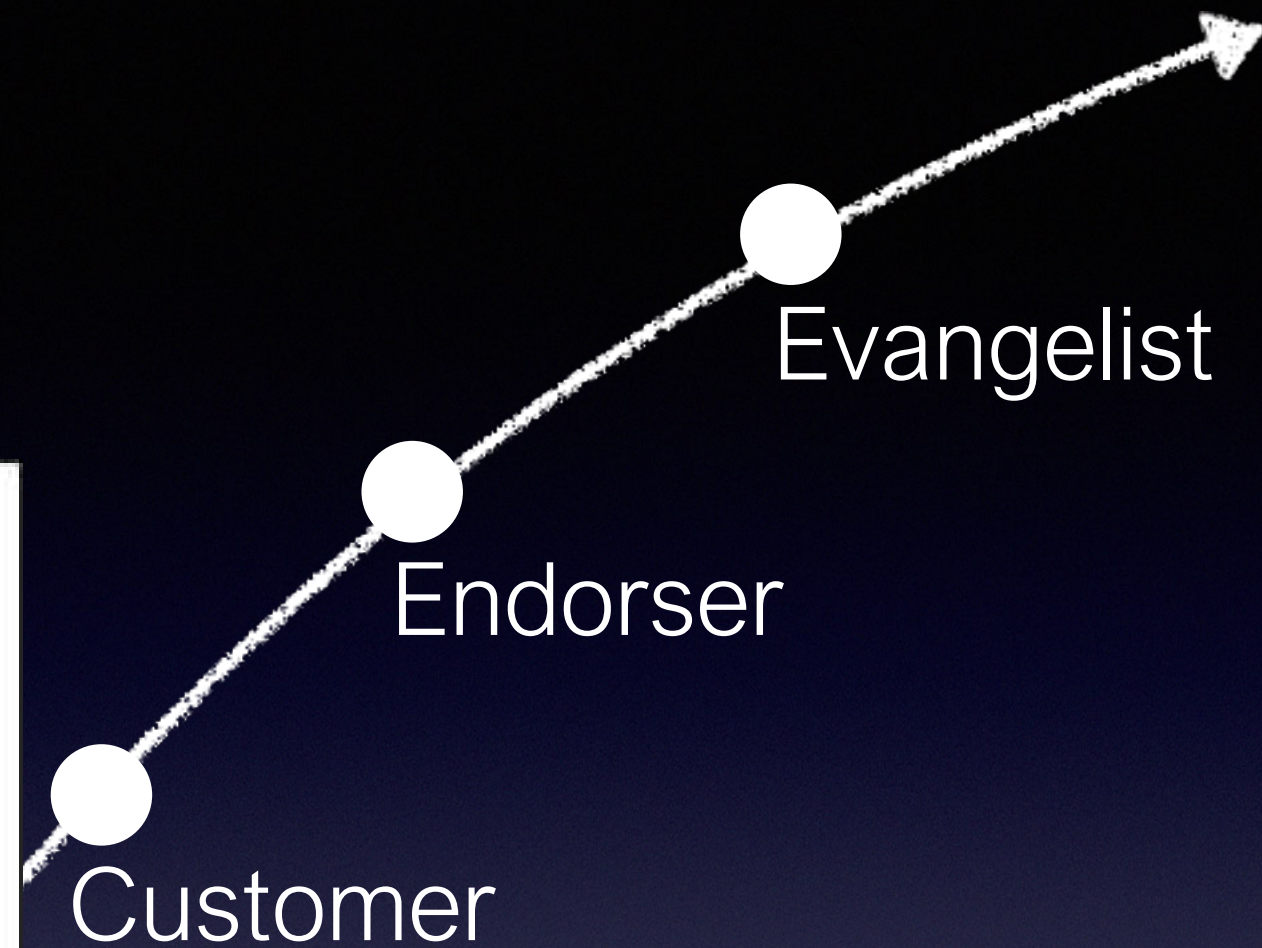
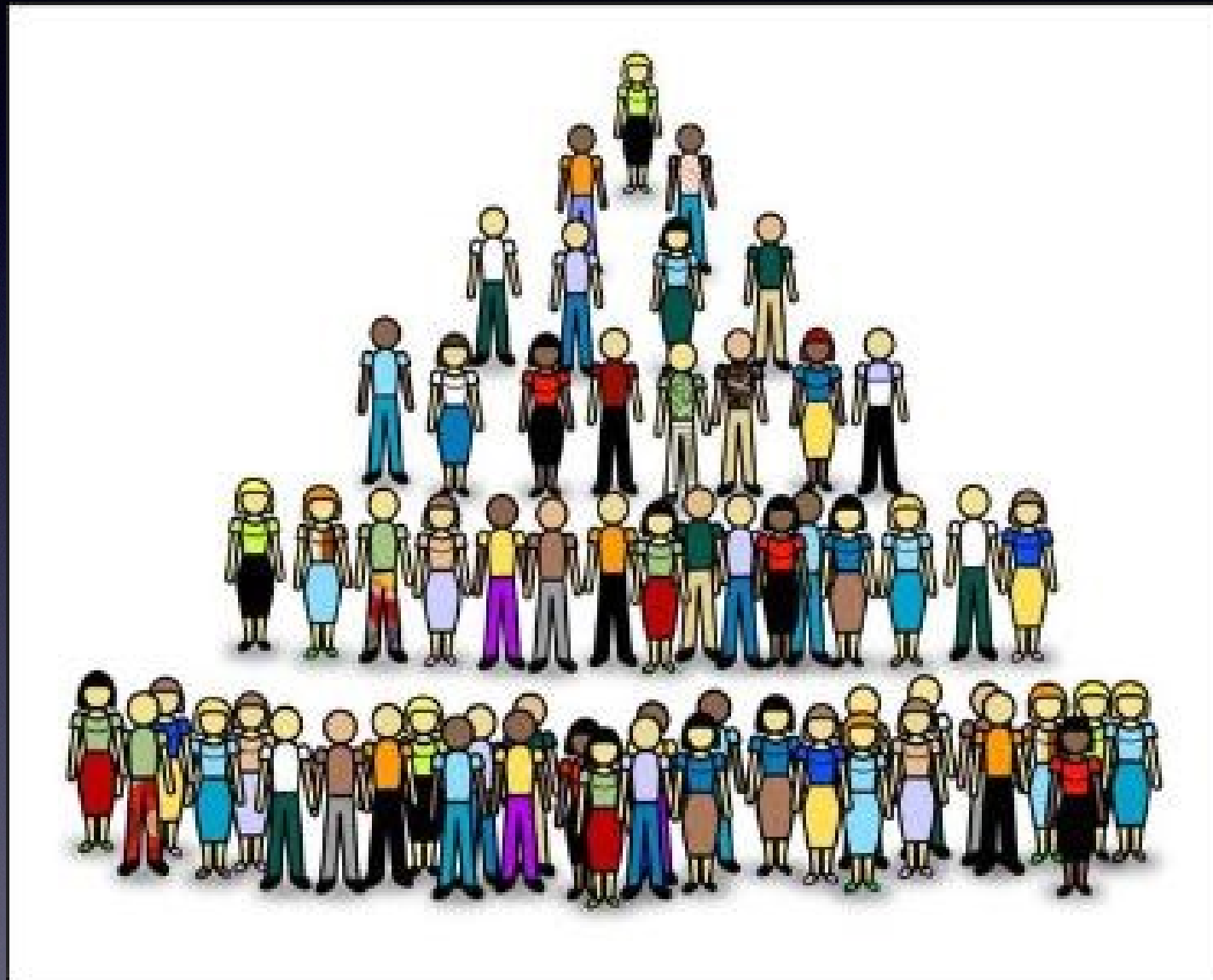




# What It Is ...







People Are The  
Foundation



# Why Is It So Important ...



## Trust in Advertising

% of global online consumers, indicating that they completely or somewhat trust each form

**September 2013**

% point change  
from 2007

Recommendations from people I know	84%	6%
Branded websites	69%	9%
Consumer opinions posted online	68%	7%
Editorial content such as newspaper articles	67%	N/A
Ads on TV	62%	6%
Brand sponsorships	61%	12%
Ads in newspapers	61%	-2%
Ads in magazines	60%	4%
Billboards and other outdoor advertising	57%	N/A
Ads on radio	57%	3%
Emails I signed up for	56%	7%
Ads before movies	56%	18%
TV program product placements	55%	N/A
Ads served in search engine results	48%	14%
Online video ads	48%	N/A
Ads on social networks	48%	N/A
Display ads on mobile devices	45%	N/A
Online banner ads	42%	16%
Text ads on mobile phones	37%	19%

# People Trust Recommendations



# Why Do You Need It ...

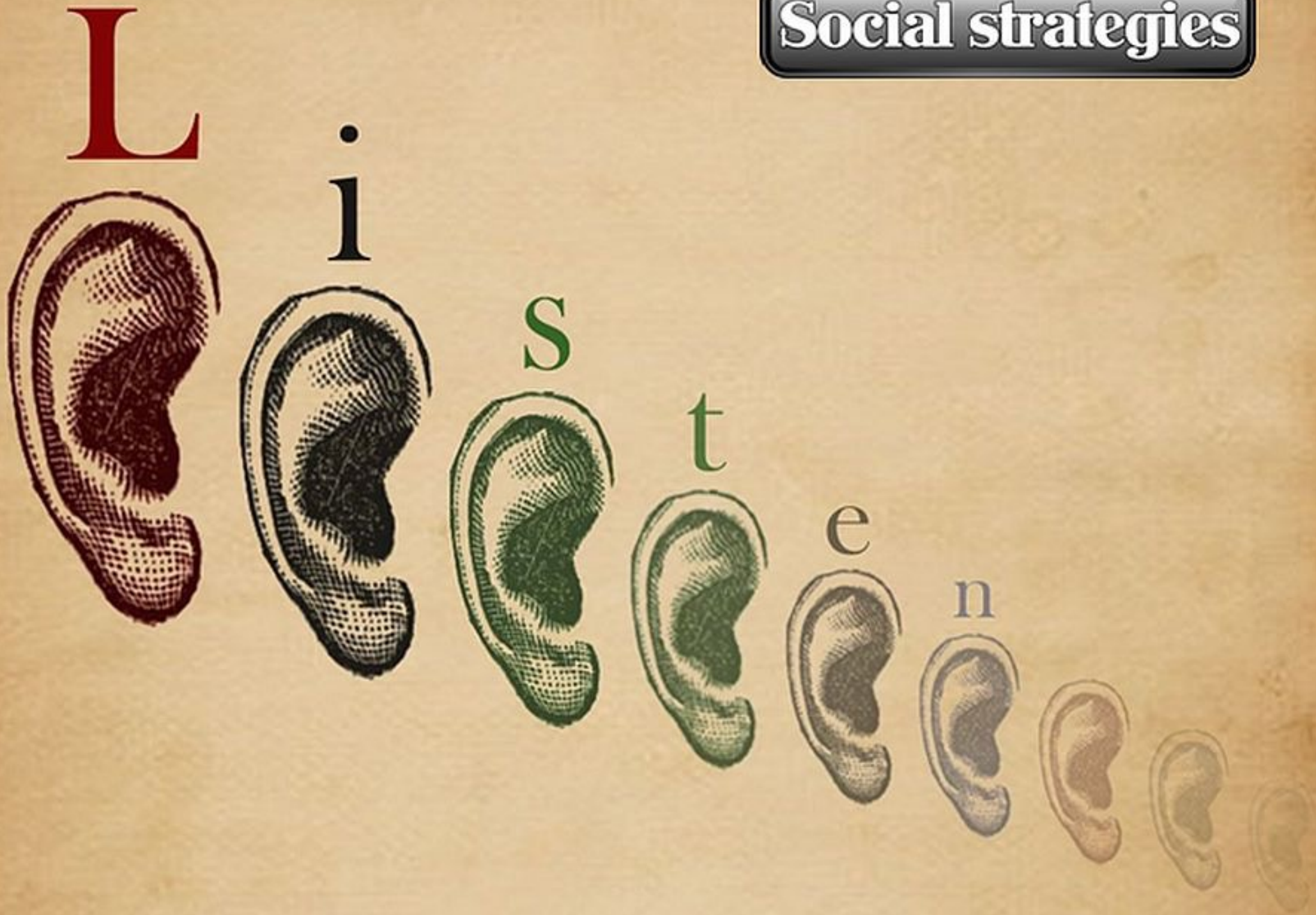




# Look More Personal



## Social strategies



Listen to  
Customers





# Gather Feedback





Build Your Brand





# Traffic and SEO



# Basic Social Media Strategy

**Goals**

**Content**

**Delivery**

**Engage**

**Measure**





# Basic Social Media Strategy

Goals

***What do you want to achieve?***

**S**pecific

**M**easurable

**A**ttainable

**R**elevant

**T**ime



# Basic Social Media Strategy

**Content**

About  
You  
(info)

Your  
Industry  
(educate)

Nonsense  
(Entertain)



# Basic Social Media Strategy

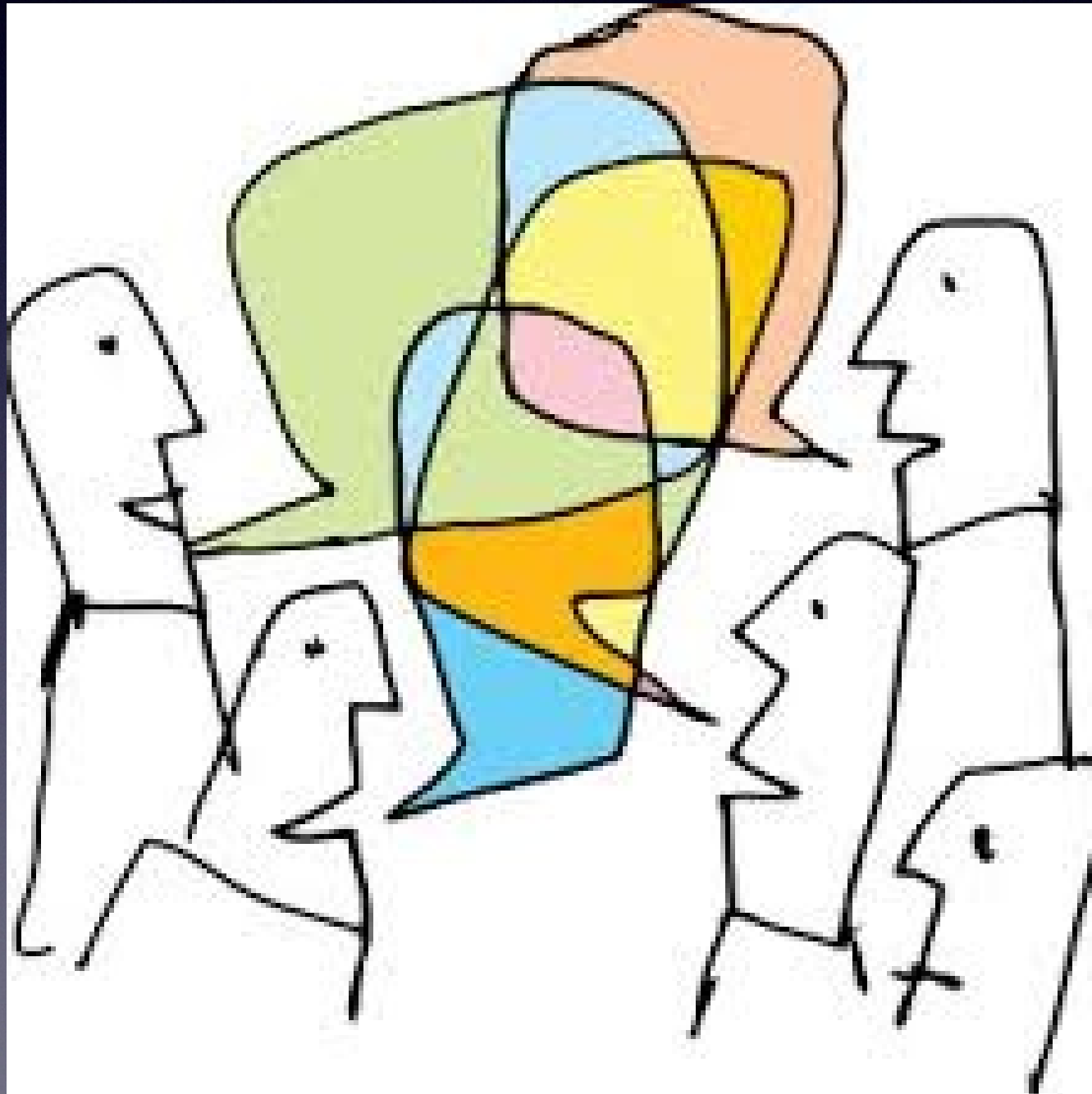
**Delivery**





# Basic Social Media Strategy

**Engage**





# Basic Social Media Strategy

Measure





# Social Media Advertising







16 +/- % People See Your Content (reach)

2 +/- % Engage With Your Content

**Increased Engagement = Increased Reach**



- Promote Page
- Build Audience
- Drive Website Traffic
- Increase Engagement





# Social Media for Inventors / Entrepreneurs





# Tips for “Empty Wallet” Entrepreneurs





# Deliver Value Before Selling





Choose the Right  
Platform





Keep It Simple





Invest in Social  
Advertising





Never Chase Likes or Purchase Followers



# Tips & Tools







# Questions